

HOT TIPS: INSTAGRAM LIVE

The Benefits Plus How to Use the Features

72%

of teens use
Instagram

80%

of people would
rather watch a
live video from a
brand than read a
blog

80%

of Instagram users
rely on Instagram to
decide whether to
buy a product
or service

BENEFITS

1. **Reach students in real-time.** Interaction on Instagram Live pulls people in and interests them in learning more about the school or the student in the video.
2. **Students can type questions into the comment box** that you can respond to during your livestream.
3. **Instagram Live stories are in the first position** in Stories at the top of follower's feeds, therefore gaining your school prime visibility.
4. **Live stories are push-notification enabled**, so if followers have notifications turned on, they will get an alert that you have started a live video. It's a great way to catch your followers' attention!
5. **Students share videos with their friends** by sharing on their Instagram Stories. We have found that after the students do that, their friends follow us on Instagram too.

WHAT TO SHARE

1. Go live with **announcements and promotions** about new programs. Answer questions from students during the video.
2. Conduct **a live Q&A** – immediate answers provided directly to students could influence someone to make a quicker decision about applying.
3. **Interview a current international student** in your program or have a student share about their daily life.

Check out our Instagram Live videos for more ideas!

<https://www.instagram.com/studyintheusa/channel/>



TIPS

The real-time capabilities give students instant access to you.
Here are some ways to make sure your live videos are the best they can be:

- 1. Set a Schedule:** Live videos should be a regular, recurring part of your marketing plan. Keep your followers coming back by making a schedule for regular live videos.
- 2. Identify Your Goals:** What do you want to get out of broadcasting live videos? Do you want to increase customer relations, brand awareness, or sales? Your live video content should align with those goals.
- 3. Choose the Right Format:** Are you going to have a Q&A, or are you announcing something new? Or maybe you mix it up with an announcement followed by a Q&A. Either way, if your audience knows what the format is, it'll be easier for them to follow along.
- 4. Promote Your Live Broadcast:** Even though followers will get a notification, that doesn't mean they'll be ready for it. Instead, promote your live video on Facebook and Instagram a day or two ahead of time. This way, they will know it's coming.
- 5. Keep Reintroducing your School:** Your audience can jump in at any point during your livestream. That's great – it means more eyeballs on your brand! But, like starting a movie midway through, it can be confusing as a viewer. So, reintroduce yourself periodically during the stream. And do it regularly – reintroduce yourself at the five-minute mark, the ten-minute mark, the fifteen-minute mark, and so on. The more you do this, the easier it will be for your audience to follow along!
- 6. Encourage Engagement:** You also don't just want your viewers to be watching the video. You want them to be engaging in it as well. That's one of the best parts of live streaming! Your followers can ask questions, share the video, and send reactions. Encouraging this kind of engagement prompts viewers to do just that! As you reintroduce yourself, ask for their engagement. Ask them to comment on the video and share it.

HOW TO START A LIVE VIDEO

You can share a live video to connect with your followers in real time for up to one hour. Once a live video has ended, it's no longer visible in the app, unless you share a replay of it to IGTV.

To start a live video from the Instagram app:

1. Tap  in the top left of Feed or swipe right from anywhere in Feed.
2. Scroll to "Live" at the bottom of the screen, then tap .
3. The number of viewers appears at the top of the screen and comments appear at the bottom.
4. You can add a comment by tapping "Comment" at the bottom of the screen.
5. Tap a comment and tap "Pin Comment" to pin it so that viewers can see it more easily.
6. When you're done, tap "End" in the top right then tap to confirm. From there, you can tap  in the top left to save it to your camera roll or share it to IGTV.

Current clients –

Talk to your sales rep to make sure you are maximizing this important tool.

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